THE COLLEGE READING ASSOCIATION

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NEWSLETTER

At a special meeting of the Board of Directors of the College Reading Association in October, 1960, Mr. Bruce Brigham, submitted his resignation as President of the association. He indicated that this step was necessary owing to the press of responsibilities following the death of Dr. Sochor. The Board accepted the resignation with regret.

Dr. Albert J. Mazurkiewicz, as president-elect, replaces him in this office. Plans for the next conference on April 22 at Lafayette College, Easton, Pa. were structured.

A Report from the President

On assuming the office of President of the College Reading Association, I needed to know the status of the organization, and met with our secretary-treasurer, Ed. Dillon. At this meeting, Mr. Dillon submitted his resignation, indicating that various conflicts precluded his doing an adequate job in this critical period. He reported that the total membership in good standing as of June 1, 1960 was 58, and that our financial status was as follows:

Bank account deposit	$307.92
Cash on hand	20.00
TOTAL ASSETS	$327.92

Before a meeting of the Board to discuss these conditions could be called, Mr. Tom Lieper submitted his resignation as director, indicating that he no longer was in college work and distances precluded his attendance at board meetings.

The above information was mailed to the Board for consideration and a meeting called at Lehigh University on January 28, 1961, to determine a course of action. In addition, the Board was informed that

--Mrs. Clay Ketcham had been contacted, has agreed to serve as publications chairman, had collected and edited the manuscripts of the second and third conferences, and had been given permission to contract for the printing of these proceedings.

--Our liabilities as of January 25, 1961 were as follows:

Proceedings	$200.00
Postage	10.00
Letterhead paper, etc.	15.00
TOTAL LIABILITIES	$225.00

--Our net assets as of that date were $102.92

--Following a recognition of the fact that a membership of 58 after three years of operation was poor and that some attrition of this membership could be assumed when dues notices went out, the following questions were discussed. Answers to these and decisions made are listed after each question.

QUESTION:
Do we have enough members or probable members to call ourselves an organization in any sense of the word?

ANSWER: No

QUESTION:
If we do not, can we continue as an organization?

ANSWER: Yes

QUESTION: Should we? (We can cease operations by discharging our obligations (Proceedings) and report to the membership by mail)

ANSWER: Yes! It was the consensus that to date we have had a trememdous problem of organization to overcome, have not been agressively seeking membership, and have been slipshod in handling membership rolls. In this sense, it was felt, the organization was not given a chance to suceed, and if the present officers were willing to do the work involved the organization should continue.

QUESTION:
If we continue. can we really ask anyone to consider accepting a nomination for any office in an "organization" of so few members?

ANSWER: No. No attempt should be made until the organization is functioning.

QUESTION:
Would anyone be interested in accepting such an office? Who?

ANSWER: No.

QUESTION: With so few members, ought we to replace the two board members?

ANSWER: No.

QUESTION: If we continue, I'd suggest that Charles Versacci, of my office, be appointed secretary-treasurer. for ready access and to coordinate activities.

ANSWER: Agree. Mr. Charles Versacci accepted the post of secretary-treasurer.

QUESTION: If we continue, a membership drive is in order. Notices of dues, a newsletter, and a request to aid the drive for members will be sent. If by our next meeting we can't double this present membership, we can't afford to continue since our expenses (office, mailing, newsletter, proceedings) will be such that an income of $300.00 a year appears to be a minimum. If we continue, each officer ought to be expected to sign up several members. How many?

ANSWER: The officers agreed to do as much as possible to sign up members. With this newsletter a notice of your dues for the year 1961 is enclosed. Also enclosed are four membership applications. You are asked to join us in this drive. We are assuming that you, too, believe that the organization should continue and will submit your dues and renewal blank as quickly as possible. We assume, also, that you will solicit new members to aid the officers in this drive to establish the College Reading Association.

FURTHER NOTES

There continues to be much interest in what the association is doing.

There is a decided need for the association to act as spokesman to prevent the demise of college reading programs.

There is a decided need for a professional organization in reading.

Copies of the proceedings will be mailed around March 1 to members of record as of last June.

And a final note for this letter:

Information on the conference will be going out in a month. Please keep April 22, 1961 open and plan to attend the conference at Lafayette. Future newsletters will attempt to list information of particular interest to you. Please send suggestions, news items, etc. along to me.